

# THE "INAUGURATION" SALE 

## This is a Progressive Age: A Progressive Town and Country

We mean to "Inaugurate" this Clean-Up Sale, and close out some of the lines of goods that we have been carrying, regardless of Cost, that we may "Inangurate" new business methods, and keep abreast with the times. Read this ad. Come see for yourself.


When we advertise a cut price, it means something. Read this price list and compare it with other sales. Sale starts, Saturday, February 8th, and continues
through the following week. Everything in the Store on Sale.
We must make room for our Men's and Boys' Spring and Summer line. Come early

## YEAR BOOK of

Stark Bro's Nurseries \&' Orchards Co MAILED TO YOU FREE Junt tay on a Poital Card: "Send me a copy of Stark Year Book for 1913."
When writing, aloo tell $u$ bow many trees, thrubs, vines, etc., you will probably plant this season.
rectical, eary to underatand text book for the guidance of the man who planta trees.
 any people. An encyclopedia of orchard information, containing full size color ad white; aloo information oa many subjects in which she orchardiat io interested. Hundreds of varieties of apples, pears, peach, plum, cherry, apricot, quince,
rappe and all mall fruite Thooe interested in growing fruits or flowere or shrubs or shade trees will find this ook of ineatimable value; toatly different from the average numseryman's pubbiar
STARK BRO'S
Nurseries \& Orchards Co. louisiana, mo.

## (4ONEY TON LOAD OAN

## No lounnace Propaito-No Uatr. If you

r. W. We Moncimes, plainview, Texas
"Home Building Time"

For the best Lumber at
Prices that are right

Plainview Lumber Co.

## Your Last Chance

Better help some friend win this Piano free, by buying your needs at this store. You get votes with every cash purchase.


Aak Your Friends to Subscribe for the Herald
We credit 3000 votes with every New or Renewal subscription to the HALE COUNTY HERALD. Ask your friends to subscribe; send the HERALD back home
Standing of Contests will be published each week in the HALE COUNTY HERALD.

Be sure and ask for your Piano Votes.

## 

$\mathbf{F H}$. J. Dillingham has moved the City Bakery to the new Faulkner building, first door west of Duncan's Pharmacy where we will be equipped to serve our customers better than ever.
TThanks for all the past favors and hoping to conduct our business in such manner that you will continue these favors.
$\$$ See us for fancy pastry goods. We can turn out anything that can be made with flour.

I am very respectfully,
H. J. Dillingham, Prop.

City Bakery


ACT QUICKLY !!!









 women should not smoke if they wish,
and men are selfish if they wish to

4 Apartment that closing the levee cre
asse near Greenville, Miss., is not possible until low water next summer Not less than 1,000 square miles of

The Balkan allies have sent a note to Turkey indicating that war will be resumed in a few days. Diplomats
hope this may be averted, but the hances are in fayor of renewing hostiliites.

The home rule for cities proposition
now up to the vow up to the Missouri Legislature, voring the bill say the Those faparty is pledged to home rule, and
 tragettes. Rioting has been renewed
and 31 suffragettes were jailed in on day.


> Just a few pullets and two cockerels left of my heavy-laying prize-winning S. C. White Orpingtons. Eggs for Hatching:
> Pen No. 1
> Pen No. 2
> Pen No. 3
> $\$ 2.50$ for 15 Eggs $\$ 3.50$ for 15 Eggs $\$ 5.00$ for 15 Eggs
> Order early or you will be too late.
J. W. PIPKIN


## Dr.PRICE'S

 CREAM BAKING POWOERYou will find it a great satisfaction to do More Home Baking
You will make biscuit, cake and pastry clean, fresh and tasty-better every way than the ready made foods.

Dr. Price's Baking Powder is specially devised for home use, and makes home baking easy and a delight. It will protect you from the dread alum baking powders, which are too frequently found in the ready made articles, and insure you food of the highest healthfulness.

of cothing, with which they ran out understood this man to tell him to

of the store. Patrolman George Hod- move up a little. He did so and killed gens shot and captured one of the the boy by running a wheel of the | negroes, and thinks he wounded the truck over his head. |
| :--- |
| other, but the second one escaped. | Charles Henry Jones, once editor of Louis, In.,., to raise $\$ 10,000$ for the fam-

the St. Louis Republic, and later of ilies of three firemen-Lieut. Conners, th. Post-Dispatch, died in an Italian
saseph Cronies and Fred Ford'-who
sanitarium. He retired from journal- were killed when the Elks' Building sanitarium. He retired from journal- were killed when the Elks building
ism several years ago, and, for many
years before his death, had lived in fire, the citroyed. A week before the

yeas passed an ordi| France. | $\begin{array}{l}\text { nance giving widows of firemen killed } \\ \text { on duty half the husband's salary as }\end{array}$ |
| :--- | :--- |
| St. Louis and Missouri friends of long as they remain widows. The |  | St. Louis and Missouri friends of long as they remain widows.

former Governor Folk are urging his mother of Cronies, from whom he had
mppointment as Attorney General in been estranged from t1 years appointment as Attorney General in been estranged from 11 years on ac
the Wilson cabinet. Many letters have count of her remarrying after the been written to the $P$
urging the appointment.

Pastors belonging to the St . Louis
angelical Alliance have adopted angelical Alliance have adopted esolution against the proposed "home and delegations from two hours bills for large cities of Missouri. fire departments of neighboring citie The pastors say they will send a com-
mittee to Jefferson City to protest gainst the bills, which they regard a an eff
day.
Clarence Jesse Miller, 7 years old, Charles, Mo Her mother found the ther made the trip from Bangor, Cal., to ring in a piece of the cake and re St. Louis, Mo., alone last September
safely, but was killed by a motor truck safely, but was killed by a motor truck

while crossing Cass Avenue on an errand for his mother last Monday. Th Congressman W. B. McKinley ha eclined to remove the bridge arb | driver of the truck stopped after | trary charge of 20 cents a ton on |
| :--- | :--- |
| knocking the boy down and a man rid- |  |
| freight carried over the McKinle |  |

HALE COUNTY HERALD monthly magazine section will appear February 13th, containing the following features in stories and depart ments:

A Woman of Courage--Story of the opening of the Oklahoma Strip. (Illustrated). By John Whitcomb.

Origin of the Indians--Including the Indians of Texas, Oklahoma and New Mexico. (Illustrated). By Col. Acie Sooner.
$\$ 10,000$ in Gold for Texas Farmers The good work that has been done and is being done for the farmers of Texas by the Texas Industrial Congress of Dallas. (Illustrated).

The Panama Canal--How it will benefit Texas and the South. (Illustrated.

The Fine Arts--Musical events of interest to the state at large.
Stories of Morgan's Men--By C. W. Geers who fought with Morgan
Farming and Poultry-General State Farm News.
Children's Stories--An incident of 1913.
Fashions and Household--Latest in styles and culinary helps.

Bridge by interurban cars of that sys-
tem at St. Louis, Mo. The City Countem at St. Louis, Mo. The City Coun-
cil consequenty has declined to pass
an ordinance giving the line additional an ordinance giving the line additional
switching privileges at Hall Street for switching pr
this reason.
 Kenzie while the Cecils were absent.

Mrs. Louis J. Tichacek, of St. Louis,
Mo., has nine sons. Three of them
have married young women ement have married young women employed
at the Tichacek home, and the six
thers will do the same th ther low the advice of their mother. She
says she selects housegirls with a view
to



A bulldog attacked Mat A. Lydon, a
blacksmith at St. Louis, Mo., who, with his bare hands, choked the animal un-
il it let go. The dog immediately returned to the attack, and Lydon seized
it by the hind legs and killed it by
beating its head against a brick wall CARKETS WANT PaNHANDLE CATtLE. Corn Belt" Yeeders Take Plains-Bred
Cattle at Prices Abore Market; Cattle at Prices Above Mark
Demand Strong.
 Berkeley Dawson, of Higgins,
Texas, shipped seven cars of New
Uexico yexico bred Hereford, coming-threethe
the $20 t$ of stock each. Lattle the that week prices
ond smash, and sales late in the week
were called 25 to 50 cents lower by
yard traders. Mr. Dawson had seven more cars of toe same steers back that he wanted
to have on the market the following Monday. He wisely disregarded the
俍 break in prices, knowing that corn
belt farmers and grazers quit asking
questions when thin Panhandle catthe are offered to them, especially if
they show Hereford breeding in their they
faces.
The
 performance of their mates, selling at
the same price, $\$ 7.25$, they averaging The same price, There was nothing ex-
738 pounds. Thaordinary about these steers. In
tren fact, they
outcome, outcome,
"Panhand
white face break
naught. $\qquad$
$\qquad$ Broom, Memphis, sold six cars of
pound steers there at $\$ 7.05$. Panhan
die dle cattlemen require almost super-
human firmness to keep from selling human firmness to keep from selling
their herds down too closely, but they know it will pay them to conserve
their breeding stock, in view of the heir breeding stock, in view of the
known scarcity of cattle that is sure monday and tuesday MONDAY AND TUESDAY
TO BE POULTRY DA

$$
\begin{aligned}
& \text { load of Chickens, Turkeys } \\
& \text { Ducks and Geese. }
\end{aligned}
$$

Dawson Produce Company will load a car of poultry at Plainview representing the produce company was in town Monday, making arrangements for shipping. Mr. Evans says the Dawson Pro-
duce Company shipped the first carload ever loaded out of Plainview January of last year. They have
shipped out four cars from Plainiew, Lockney and Floydada during e last year.
Mr. Evans thinks that poultry raisustries of the South Plains.


ROY MABEE, of Jester, Oklahoma Cham pion Heavy Weight Wrestler of Oklahoma

## vs.

ED. ANDERSON, of Duluth, Minn.


Friday Night, February 7

Sout Bogine at $8: 30$
Sood Proliminarios

Prices 35, 50 and $75 c$ Cadies Jiree



We are in a position to wire your house complete at a very low price and terms if you want them.

## OUR WORK IS GUARANTEED IN EVERY RESPECT



## BUCKEYE MAZDAS <br> ARE BETTER



Betwoes Depots
Call 269 and we will see and quote you figures on anything in the Electrical line; we have a complete stock.

Union Electric Co.
Opera House Bldg. Plainview, Texas
Licensed and Bonded Electricians
"Our Work is Our Referenco"


## BURTON HOUSE

Our Beds are Clean and Comfortable. A trial will convince you that our MEALS
J. A. Snodgrass ame noa wist of menw winme
I. S. Me ユdams Lumber Co. lUMBER AND PAINTS

We can ave you money on any kind of building material. Call and get our prices.
J. P. FRANCISCO, Manager

Phose 52


## The First National Bank

 CAPITAL STOCE ....................SAFE DEPOSIT BOXES FOR RENT
Your business solicited, apprecinted and protected
The Ladies Aid of the First Baptist Church will serve dinner at the Old Montgomery-Lash Building, Friday, February 14, and offer the following menu:


PRICE 50 CENTS; CHILDREN 25 CENTS

standing of contestants in tel sin0.00 piano contest R. A. LONG DRUG COMPANY.

| 1- 2,000 | 41- | 2,000 | $81-$ | 77,300 | 121- | 2.000 | 161- |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $2-\quad 2,000$ | 42 | 163.570 | 82 - | 2,000 | 122- | 2,000 | 162 - | 58,405 |
| 3- 83,655 | 43- | 54,015 | $83-$ | 2.000 | 123- | 92,290 | 163 | 79,355 |
| - 2,000 | 4- | 2,000 | $84-$ | 2,000 | 124- | 2,000 | 164- | 52,300 |
| 5- 2,000 | 45- | 78,825 | $85-$ | 2,000 | $125-$ | 379,370 | 165 | 89,285 |
| 6- 2,000 | 46- | 2.000 | 86 | 119.010 | ${ }^{136}$ | 2,000 | 166-3, | 119,795 |
| 7- 64,550 | 47- | 2.000 | 87 | 2,000 | 127- | 2.000 | 167- | 52,200 |
| ${ }^{8-} \quad 2,000$ | 48- | 77,300 | ${ }^{88}$ | 135,225 | 138- | 2,000 | 168- |  |
| $9-2,000$ | 49- | 2,000 | 89- | 2,000 | 129- | 54,000 | $169-$ |  |
| 10-57,085 | 50- | 105,855 | 90- | 2,000 | 130- | 2,000 | 170- |  |
| 11-117,335 | 51- | 55,000 | 91- | 77,400 | 131- | 2,000 | 171- |  |
| 12- 176,375 | 52 | 2.000 | $92-$ | 2.000 | 132- | 2,000 | ${ }^{172}$ |  |
|  | ${ }^{63}$ | 2.000 | ${ }^{93}$ | 2.000 | 133- | 89,111 | ${ }^{173}$ |  |
| 14-187,765 | 64- | 8,000 | $94-$ | 100,000 | 134- | 2,000 | 174- |  |
| 15- 2,000 | ${ }^{5} 5$ | 57,095 | 95- | 55,645 | 135- | 2,000 | 175- |  |
| 16-105,250 | ${ }^{56}$ | 61,720 | 96 | 2,000 | ${ }^{136}$ - | 2,000 | 176- |  |
| 17- 59,000 | 57- | 58,120 | 97- | 2,000 | 137- | 2.000 | 172- |  |
| 18 - 2,000 | 68- | 2,000 | $98-3$. | ,008,080 | 138- | 2,000 | 178- |  |
| 19-2,000 | 59- | 2,000 | $99-$ | 2,000 | 139- | 2,000 | 179- |  |
| 20-52,000 | 60- | 58,520 | 100- | 2,000 | 140- | 2,000 | 180- |  |
| $21-2,000$ | 61- | 2,000 | 101- | 2,000 | 141- | 2,000 | 181- |  |
| $\begin{array}{ll}22- & 52,000 \\ \end{array}$ | ${ }^{62-}$ | 2,000 | 102-2. | .131,340 | 142- | 2,000 | ${ }^{182}$ |  |
| 23- 2,000 | 63- | 2,000 | 103- | 2,000 | 143- | 53,000 | 183- |  |
| 24- 2,000 | 64 | 82,000 | 104- | 77,200 | 144 | 2,000 | 184 |  |
| 25- 2,000 | 65- | 2,000 | 105- | 2,000 | 145- | 2,000 | 185- |  |
| 26- 2,000 | 66- | 2,000 | 106- | 2,000 | 146- | 2,000 | 186- |  |
| 27- 2,000 | 67- | 77,400 | 107- | 2,000 | 147-1 | 100,355 | 187- |  |
| ${ }_{29}^{28-61,745}$ | 68 - | 2,000 | 108- | 2,000 | 148- | 2,000 | 188 |  |
| $\begin{array}{ll}29- & 77,000 \\ 30-53880 \\ & 58\end{array}$ | ${ }_{70}^{69}$ | 91,175 99785 | ${ }_{110}^{109}$ | 52,040 | 199 | 2,000 | ${ }^{189}$ |  |
| $30-\quad 53,880$ <br> 10 | 70- | 92,785 | 110- | 2,000 | $150-$ | 142.575 | 190- |  |
| 31-2,000 | 71- | 2,000 | 111- | 55,635 | 151- | 77,000 | 191- |  |
| $32-2,000$ | ${ }_{73}{ }^{-}$ | 2,000 | ${ }_{112}^{112}$ | 52,000 | 152- | 2,000 | 192- |  |
| $33-52,520$ | 73- | 53,030 | 113- | 2,000 | 153- | 2,000 | 193- |  |
| 34-77,600 | 74- | 75,400 | 114- | 76,705 | 154- | 2,000 | 194- |  |
| $\begin{array}{ll}35- & 53,000 \\ 36- & 77,050\end{array}$ | ${ }_{76}^{75-}$ | 56,115 | ${ }_{115}^{115}$ | 2,000 | ${ }_{156-}^{155}$ | 2,000 | 195- |  |
| 36- 77,050 | 76 | 2,000 | 116- | 2,000 | 156- | 2,000 | 196- |  |
| $37-2,000$ | 77- | 2,000 | 117- | 2,000 | 157- | 2,000 | 197- |  |
| $38-57,610$ | 78 | 2,000 | 118- | 2,000 | 158 | 2,000 | 198- |  |
| $39-2,000$ | 79- | 2,000 | 119- | 2,000 | $159-$ | 2,000 | 199 |  |
| 40- 2,000 | 80 | 2,000 | $120-$ | 55,020 | 160- | 365,440 | $200-$ |  |

Notice.-All orders given on us for votes by The Herald must be exchanged at our store
R. A. LONG DRUG CO.

Notice to Contestants.-This paper has arranged with the R. A. Long Drug Company to give with each, new or renewal, one dollar
subscription to The Herald, 3,000 votes on the piano. Also, votes will be given on advertising and job work.
NOTICE.-We will give for every $\$ 1.00$ paid on collections between now and the 1oth of December, for accounts made in November or before, 1,000
votes on our piano contest. Said contest lasts until the middle of February, 1913. Better get busy during the first and solicit votes on accounts and for Christmas Shopping. We will have an exce
select from.-R. A. LONG DRUG COMPANY
lect from.- - . A. LONG DRUG COMPANY.
We are issuing $\$ 5.00$ Trade Books th
We are issuing $\$ 5.00$ Trade Books that are good for 30,500 votes
in our Piano Contest. These books are good for trade on any article in our store for one year from date of purchase. Call and get particuin our store for one year from date of purchase. Ca
lars regarding the contest. R. A. LONG DRUG CO

| BEGINNER AT 67, MAYES <br> MAREET FOR HIS PRODUCT. <br> "Worn-Out Preacher" Wins Fortane and Fame in 18 Years of Dlg gling in Soll. | on this line I could." Harrison went at his ornamental shrubbery scheme. He worked nisht |
| :---: | :---: |
|  | and day. He took up the culture of bull pine trees, and soon had the fir- est stock in the country, but the ever- |
| ere is no sale, crate a m |  |
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| man of his age in his section. Hel He bred a special line of phlox and |  |
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| "What show had an old preacher?Merchants don't advertise for such to |  |
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| chusetts, I had studied this a little asa side line. I visited the parks and their coughs and colds and avoidnurseries and the private grounds of household medicine, and contains no |  |
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## THE MAN WITH THE WATER IS THE MAN OF THE HOUR

Own an irrisated farm in Hale county, Texas, and be independent the rest of your Life

I have for sale 640 acres of exhaustless water just below the surface. The land goes with the water.
I honestly believe it is the finest section on the Plains, and you'll agree with me when you see it. 500 acres smooth valley land. Soil dark chocolate to black sandy alluvial loam. 150 acres in cultivation; 7 acres in alfalfa; 4 or 5 acres of fruit and grapes.
Apply for prices and terms to

## W. E. ARMSTRONG <br> Owner', Excluive Agent <br> Plaiviev, Teano



You"will find this car at
HUBBARD BROS.
Also the most expert workmen on on the Flains. And anything in the Automobile line.




"ROSES RED; VIOLETS BLUE"

A message on good St. Valentine's Day reacts like a tonic. It pleases both him that sends and him --or her --that receives the valentine.
You will find an assortment of valentines on my tables suited to every whim--they're going--better call early.

## R. A. Long, The Druggist <br> north pacific street

## FOR SALE OR TRADE

640 acres of good smooth land to exchange for good residence property in Plainview,

A good residence prsperty and eight lots with ylenty of fruit well located to exchange for 320 acres of land.

160 acres well located to exchange for small residence property in Plainview. Also have some choice 160 acre tracts near Plainview at a right price and can make sood terms.

严 E. E. Winn Realty Co.<br>1st. National Bank Bldg.<br>Plainview, Texas

## FOR OUR CUSTOMERS

Fresh Vegetables. The best Missouri flour on the market. Staple and fancy groceries.
We want your Country Produce.

## Scudder Crocery Co. <br> Successors to Monarch Grocery Company

 Phone 24I have opened an up-10.date Tralior shop in connection with Ben's Shaving and Massage Partor; and I guarantee

## Tailor Service that Pleases

Service is paramount in my cleaning, pressing and repair work just as it is in everything you buy from "Whit." And the price is the some as you pay for work that is sometimes unsctisfactory.
-Your clothing called for and delivered promptly. You may find it convenient to have your coat pressed while you shave.

For service

## H. C. Whitworth <br> E. C. HARRISON, Tailor <br> Phome No. 100

## The Outlook for Plainview

It looks to us that Plainview is on the eve of great improvements and prosperity.

The people of the U. S. have their eyes this way.
Everybody is talking Plainview; this spring and summer we look to see more of them do like we did, MOVE TO PLAINVIEW.

We --as most of the readers know--bought the Montgomery-Lash Grocery and want all the people of Plainview to keep their eyes on our store, just like outsiders are watching Plainview.

We are doing our DEAD LEVEL, BEST, giving our business our whole time, adding to our stock so that it will be second to none in quality, systemizing our service and studying your needs to give you the best and nothing but the best in the grocery line.

To the people who have tried us, we want to thank you and assure you that we appreciate your trade.

To those who have not tried us, we guarantee satisfaction and hope you will give us a trial.

Our business is new in Plainview, but we are old in the grocery business. In fact we know more about this business than anything else except to eat. Ask any of these people that came from Mart or McGregor about us, they know us like you will some, day.

We scudy our bisiness; we work our business; we want your bnsiness; give us a trial.

$+{ }^{+}+{ }^{+}+{ }^{+}+{ }^{+}+{ }^{+}+{ }^{+}$
DR. C. B. BARR,
 Glasses Fitted.

$\qquad$ …

## AUCTIONEER

 J. V. BOSTON Live Stock and General AuctioneerTerms Reasonable For dates phone or write me KRESS

TEXAS
THE NEXT BIG EVENT
of the
Fat Stock Show
Ft. Worth, Texas
March 8th-15th, 1913
TWXAS PACIFIC
Will have Round Trip Tick-
ets on sale from
ALL STATIONS
on their lines at
Very Low Rates.
-
Ask Agents for full infor-
mations about the selling
dates, limit and fares, or
write,
A. D. BELL,
Asst. Gen'l Passenger Agent
GEO. D. HUNTER
General Passenger Agent
Dallas, Texas


## in Northwest Texas

TYou would naturally expect such a garage to carry every accessory or repair part; also a corps of expert workmen. Yours servingly,
Plainview Machine and Auto Shop E. E. ROOS, Proprietor

## Save Coal Will Be Higher When Winter Comes <br> You know that the demand for coal this winter will likely exceed that of any year in the history of Plainview. When the rush for coal begins delays in delivery will be un reoidable. Fill <br> We Also Buy and Sell Grain nnd All Kinds of Feedstuff <br> SHIPLEY \& SHIPLEY Phone 8 i

## PUBLICSALE

Having decided to quit farming I will sell at public auction on the Fred L. Brown farm, 5 miles northeast of Plainview, 7 miles southeast of Kress, on

## Tuesday, February 18, 1913

## the following property:

## 11 Head Horses and Mules

Pair Mare Mules, weight 2,600.
1 Pair Mare Mules, weight 2,350.
1 Pair Horse Mules, weight 2,000.
1 Bay Horse, weight 1,000 .
1 Gray Horse, weight 1,100 12 -year old Coach Horse, broke single or double, Lady broke.
13 -year old fancy driver, weight 1,000 , Lady broke. 19 -year old Trotting Mare, in foal by trotting horse, weight 1,200 .
1 Jersey Cow, 6 -year oid; will be fresh soon; extra good.

## Farm Implements

1 Wagon.
1 Gang Plow, good as new.
1 Cultivator, good as new. 1 Disc Harrow.
1 2-section Harrow.
12 -row Planter.
112 -inch sod walking plow. 1 Side Drag.
1 Set Leather harness.
2 Sets Chain harness.
1 Set Single harness.
1 Texas Saddle.
Grain forks, scoops, hoes, spades, post hole diggers, and other articles too numerous to mention.

About 5,000 bundles of kaffir corn if not sold before date of sale.

Terms of Sale:-All sums over $\$ 15$ ten months' time, interest at 10 per cent. with bankable notes; all amounts under fifteen dollars cash; five per cent. off for cash on sums under fifteen.




## MAKE TT AT HOME








 end hair roont
CANTHROX aHAMmPo
M.S.PETERSOM A CO., CHCACO


Keeping the Body in Repair
Nature intended that the body should do its own
repairing-and it would do so soere it not for the fact that most of us live other than a natural life. Nature didn't intend that we should wear gorreta, tight eollare or out of order muth look toor out:



Dr. Pierce's Golden Medical Discovery soin in inquid or Tablet formin by Deaiers in medictines


$\left\lvert\, \begin{aligned} & \text { American Towns } \\ & \text { nind the project. }\end{aligned}\right.$
 tikating the clay deposits in this sec.
tion with $a$ view of establishing a large brick or tile works shou
clay come up to expectations.
 Betore the work was commenced, it
was necessary to move over a hun-

 Dallas.-Dallas is planning a most
elaborate entertainment for the South-
western Retail Saddlery and Harness
Nakera Conent



Antonio. Vvalde e
build into this city.
Galveston.-EEleven
Gal veston-Eleven steamshipa lay coastwise trade salleamaships in in angle
an trom this port 55,000 bales of cotton.
Seadritt-The Commerclal Club has
lected officers tor the year 1913, as

 H. Kurtz, vice president; George
heea, secreary and J. M. Hurd, treas-
rer. As a result ot arer. As a result of the recent mem.
berahit campaikn, the club starts
 Quanah.-The Chamber of Commerce of Quanan recenty held a get-
together meeting, and the tollowing officers were elected tor the ensuling
belice year: W. A. Wilhelm, president, and busime him perfectly honorable in all F. O. Griffith, vice president. |aste to carry out any obligations made Fort Worth.-Arrangements have in itional bank of commerce, been completed by Manager Mussett, Toledo, Ohio of the Majestic Theater of this city, Hall's Catarrh Cure is taken interwith a Chicago film company, to have nally, acting directiy upon the blood
moving picture made in Fort worth, and mucous surfaces of the enstem a moving pieture made in Fort Worth,
showing mucous surfaces of the system
Worth scenery, and the
Testimonals cowing Fort Worth scenery, and the
piot enacted by local talent. $\begin{aligned} & \text { estimonials sent } \\ & \text { cents per pottle. Sold by all Drug. }\end{aligned}$


Corpus Christi-A bonus of $\$ 66,000$ Corpus Christi-A bonus or 360,000 Take

 When you shorten or fry food with butter it is needless extravagance. Butter is too expensive for use anywhere but on your table. If butter were really better, would produce better results in cook ing, you would be justified in using it, but it won't. Cottolene is fully the equal of butter for shortening; it is better for frying. It makes food rich, but not greasy, because it heats to a higher temperature than lard or butter and cooks so quickly that the fat has no chance to "soak in." Cottolene is more healthful than lard, and you need to use only two-thirds as much as you would of either butter or lard.

When you stop to consider that the price of Cottolene is no more than the price of lard, you can readily figure out what a saving its use in your kitchen means.

Don't be extravagant; don't use butter for cooking; it's too expensive and no better. Don't use lard; it's too uncertain, and greasy. Do use Cottolene, and you will
have better, more healthful food, and more money in your pocketbook.
Try this recipe:


$\left|\begin{array}{c}\text { SYSTEM WIL LINCREASB } \\ \text { PROFITS IN AGRICULTURE. } \\ \text { Commerelal Secretaries Think Farm- } \\ \text { Ing Will Give Lirgest Retares }\end{array}\right|$ Commereial Secretaries Think Fa
Ing Will Give Largest Returue
if Properiy Handled.

## Fort Worth Texas, Feb. 5.-A book-

 let entitled "Our Rural Life and Farm LIndsey, of Tyler, has just beensued by the Toxas Commerclal Secre taries and Businens Men's Associatio for free distribution. Some interest-
ing atatistics are quoted from Federal ing seatisucs are quoted from Federal
Government reports. These show
that during the year of 1911 the in-
surance companies of the United States earned 16 per cent on investment, mercantioe concerns,
cent; public service organizations, per cent, and manufacturing estab-
lishments 5 per cent.
Mr. Lindsey directs special atten-
tion to the agricultural tion to the agricultural production of
that year, which had a total value of that year, which had a total value of
dix billion dollars and cost seven bildix billion dollars and cost seven bin
lion dollars to market. Mr. Lindsey
eation lostimates that if the agricultural in-
eustry of the Nation had been handle dustry of the Nation had been handled
in the samme systematic way as that of other industries, the returne on the
investment would have been 50 per investment wo
cent or more.
StRONG DEMAND FOR FEBDERS. Kansas City stock Yards, Feb. 3.-
After considerable shuffing of price In beet grades of cattle last week net results left the market unchanged
trom the close of the prevous week.
Erep Exceptions were bulls, which lost 25
cents, and veal calves, which closed
50 to 75 cents lower. Stock cattle
and feeders reviver and feeders revived from any time
this winter. Supply today is 11,000
enad head, and all kinds are steady to
strong, and the market has good acstrong. and he market has good ac-
tion. strong country demand has
The
been the malnatay of the market since been the mainstay of the market since
the first of the year. In January 58 ,
000 cattle were taken from here to 000 cattle were taken from here to
tarms and feed lots, representing 36
per cent of the total recepte tarms and feed lots, representing 36
per cent of the total receipts of cattle
here. Kansas took 7,000 more than
last year. Missouri 7,000 more, Iowa last year, Missouri 7,000 more, Iowa
4,000 more and milinots 4,000 more.
The universal impulse of the country The universal impulse of the countr
to get into cattle is reassuring those already in possesaion of breed-
tigg stock, and it in an object lesson for those who have feed, and few cat-
ue to consume it. Top beet steors here today were see ond raters, at is.30, nothing in the
nritat class obeing heres, bulk of sales.
firat elase being here; bulk of the areers, $\$ 7.25$ to $\$ 8.10$, quarantine
eteers, 86.35 to $\$ 7.40$ today. Sixty cars
 here today. Oklinhoma and
have shipped more cattle so year than last.
Beet sugar mill cattle and Western
hay-feds have not started they meet a god demand whenever Hogs made net gains last week, 11ght weights coming strongly in
favor. The run is 6,000 here today, market 5 cents higher, top 87.60 , bulk
$\mathbf{8 7 . 4 0}$ to $\mathbf{~} 7.55$. Fresh, pork demand is \$7.40 to $\mathbf{8 7 . 5 5 \text { . Fresh pork demand is }}$
taking almost the entire supply at all taking almost the entire supply at all
points now, leaving small chance for
sceumulation, and accumulation, and condition the re-
verse of indicating lower prices.
Average weight here Average weight here in January, 213
pounds: December, 206 pounds: Jan pounds: December, 206 pound
uary last year, 189 pounds. Sheep and lambe are climblng slow-
1y out of the celler 1y out of the cellar they were chast
into last Tuesday. Run is 6,000 today.
market market 10 to 15 cents higher, lambs
 5.60, ewes 85.00 . Commission men
are advising feedera that prices will
be migh all be bigh all winter, and to make th
stuff good. J. A. RICKART,

$\begin{array}{cc}\text { The Wichita Southern Insurance } & \text { Wo are still in the market, and are } \\ \text { Company pays double indemnity and }\end{array}$ and
poying the higheat prices for Kaffli
double the face of your policy if you die by aceident. See BILL BATES. Seed an
LIOTT.

LOST

A Black, Brown and Bay; Black and Brown are fine fat horses; the Bay is thin and a bronco. night, January 31 . If found ploase notify

## JACK BARTON <br> Seth Ward College

OAT CROP; HOW
TO IMPROVE II
Four Factors That Go to Produce an Even Crop-Some Facts Which Apply to All Sectione.

## OIFPRMMIUGE-BETIERSEED

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Moper Proparevion ef coll, Ole
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        ing and stacking.
    By Prof. Lo a Burnoth, lowa
    
any grann, a neld must precent as
ven tand of uniform planta. Melde

hat took ragsed sometimes yleld
more than the one acroos the fence
hat has been propery ty tent
hat has been properly tended; but
thise fo no argument that the ploce it
veantion could not

Noved by the adoguate treatment
Thero are four fectors thes
to produce an orven crop:
Uuiform land.
Uniform tilage.
Uniform ullage.
Uniform alitatibution of ceved.
Uniform aistribution of
Ineroealing the Yiold.
Experlence has taught that the fot
awing prase the yield of onts:
Preparation of seed bed
b. Grading seed.
Treating seed for nmut
Sowing
Sowing with a drili.
Sowing plenty
Sowing plenty of seed.
Cutting as soon as ripe.
Cutting as
Bhoeking.
b. Stacking.
$m$ Land and Tillage.
The tillage of land for oots.
great many states. This ts true tn
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one all that by too many farrmere
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# Bargain Prices for Every Day Needs 

# Seeds That Are Seeds 

Put your faith in the best seeds that you can buy and increase your earnings many times per acre. We sell good honest seeds that will prove their worth at harvest time And have in stock over 500 kinds and varieties for you to choose from. All of which are tested by us; 160 kinds at one time in our seed tester.

Here is a seed house right at home that can and will supply you with any variety of seed grown at right prices and at the same time giving you a chance to see them graded, tested and the use of powerful Microscopes for your assurance of getting just what you pay for. No seed house in the southwest can serve you so well. We are in the market for all high grade home grown seed that you have to sell. After we buy it we run it through the best grader in West Texas; then test it. After we know it to be O. K. we place it on sale at a little more we pay for it. We will always pay you more than grain dealers prices for choice seed because we want them for SEED and not for "HOSS FEED". Come in and get started right this spring and you will make good growing crops in west Texas. Mail orders given prompt attention.

Yours for good seed,

## C. E. White Seed Co.

Classware<br>6 thin lead blown tumblers, for 25 c<br>Lamps, complete, 40c and 75c<br>Lanterns, $75 \mathrm{c}, \$ 1$, and $\$ 1.25$

## Tinware

Cake Pans (clean cut) 10 c Cake Pans [loose bottom) 10c Milk Pails $\quad 15 \mathrm{c}$ and 20 c Lard Cans, 6, 8 and 10 gallons $40 \mathrm{c}, 50 \mathrm{c}$ and 60 c

Whips
Red Brand Special 10 c Others up to $\$ 1.50$

## Valentines

Our selection is on display and they are going fast. Better buy early.
Come in and let us show you real bargains in every day necessities.

## J. F. COAN \& SON

North Side of Square

## SPECIAL - EXCURSION - RATES

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or Full Particulars See Ticket Agent
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## ***********************************************

BETVIER THAN SPANKING Spanking will not cure children of wetting the bed, because
it is not a habit but a dangerous disease. The C. H. Rowan Drug Co., Dept. 1913, Chicago, Ill., have discovered a strictly harmless remedy for this distressing disease and to make known
its merits they will send a 50 c package securely wrapped Absoits merits they will send a soc package securely wrapped Abso-
lutely Free to any reader of The Hale County Hernld. This lutely Free to any reader of The Fale County Herald. This
remedy also cures frequent desire to urinate and inability to conremedy also cures frequent desire to urinate and inab. The C. H.
trol urine during the night or day in old or young. Rowan Drug Co. is an Old Reliable House; write to them today
for the free medicine. Cure the afflicted members of your family, then tell your neighbors and friends about this remedy.

# THANKS!! 

The Growing Confidence of the People in the Plainview Mercantile Company has been demonstrated by the fact that during this January Clearance our sales have been Thirty-five Percent Greater Than Ever Before. There is a revelation in quality values at the Plainview Mercantile every day!

## NEW - GOODS - ARE - COMING - IN

The individual character of our new spring merchandise will appeal strongly to men and women of exacting taste, who require authenic styles and good form in maximum degree. Your inspection of our garments is warranted by considerations of both style and economy.

> Striking new suit model of stripped spongee, striped and shepherd check worsted, and navy or black serges. Enslish tan cheviots and spongee coats in striped and brocaded effects; box or cutaway models; full sik lined.

English $\tan$ Cheviots and spongee coats in striped and brocaded effects; box or cutaway models; full sik lined.
A wonderfully gay essemblage of men siken fabries, distinctive things things and things beautiful on every side; dainty spring blouses of chiffon, tule crepes and voiles.

All make one feel that spring is only a matter of days now.
A WORD ABOUT FASHIONS
rainbow styles for women this spring.
furs for months but ant frem this there is a remarkatle demand among women for more

Feb. 1.-The Engmish women hare gained
color courrase, and, when the
LONDOX, Feb. 1. The English women have gained ". colorecourage," and, when the winter bargaiin sales end, ,the great dry goods stores wili beeome veritabe rainbews, aceort-
ing to the mangers sho have had glimppess of the aivance spring styles of dresese, waists, ing to the manatse
hosiery and hats. hosiery "Parisian women always had the confidence to wear bright colors," declared a department manager, "but it is only now that the English women are finding themselves with
the daring to attempt a dashing color scheme. The old tradition that the quintessence of the daring to attempt a dashing color scheme. The old tradition that the quintessence of "This spring women will wear brightly colored stockings, the white blouse will give place to colored satin, and feathers and bands in hats will be vivid.
"This desire for bright colors is in part the result of reaction a
daring color schemes."
BROWN SUIT FOR EASTER FASHION TIP FOR MEN
LONDON, Feb, 1.-London tailors have decreed brown for men's Easter lounge suits. The cloth may come in any shade to deep chocolate, but it must be brown, and the coat shall peg top. The coat really should be slightly shorter than the winter one, and the slit up the back is replaced with a seam. Derby hats are still demanded for the Easter parade, but soft felts have held on this winter more than ever before, and hatters declare they will be
demanded for general wear until the straw hat appears.

## Plainview Mercantile Company

Watch Our Window

## Leadership in Household Furnishings Means Supremacy

in furniture, stoves; and household hardware. Ours is a service which has $p$ roven so satisfying that you can purchase anythii 1 g which you need for your home with the certain ty that you are getting a maximum of value ; ind comfort at real bargain prices.

Our large new store room is , filled with a complete line of household hardwat ?. Our old store building has been made new; an dit's filled with goods yow want for your home for nishings. Ours is the largest store of general ho 'se furnishing goods on the South Plains.

We have a line nice enough for a bat and prices low enought to suit the day labor er. In fact, we are going to sell these goods-and w. are not going to quarrel over prices.

Come in and let's be friends-whether you' want to buy anything or not.

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Nash \& Company
NEW AND SECOND HAND HOUSE FURNISHINGS
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